

REVISIONS TO THE OCTOBER 15, 1983  
APPLE /// PRODUCTS CONFIDENTIAL DEALER PRICE LIST

\* NEW APPLE /// PRODUCTS ADDED TO PRICE LIST

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Note:

- \* The Data Base Brochure replaces Quick File<sup>TM</sup>/// and Quick File //e data sheets. It also includes information on AppleFile ///.



# APPLE /// PRODUCTS CONFIDENTIAL DEALER PRICE LIST

## OCTOBER 15, 1983



Product		Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
					1-3	4-9	10-19	20-39	40-79	80 +
Apple /// Systems										
†	A3S0256	Apple /// 256K System (w/System Software)	4	2695.00	1617.00	1617.00	1617.00	1617.00	1617.00	1617.00
†	A3P0004	Apple /// Business System, Part A		5330.00	3300.00	3300.00	3200.00	3100.00	3100.00	3100.00
Apple /// Disk Drives and Accessories										
†	A3M0004	Disk ///		435.00	306.00	300.00	295.00	287.00	280.00	273.00
†	A9M0005	ProFile™ Disk Drive	3	2195.00	1425.00	1340.00	1315.00	1280.00	1240.00	1215.00
	A3T0005	ProFile™ Accessory Kit for A///	3	N/A	110.00	110.00	110.00	110.00	110.00	110.00
	A3T0305	ProFile™ Sales Kit	1	N/A	100.00	N/A	N/A	N/A	N/A	N/A
Apple /// Printers and Accessories										
†	A3M0025	Daisy Wheel Printer	2	2195.00	1384.00	1341.00	1309.00	1292.00	1276.00	1259.00
	A3C0351	Daisy Wheel Accessory Kit for Apple ///	2	N/A	21.00	20.00	19.00	18.00	17.00	16.00
†	A2M0072	Daisy Wheel Tractor Forms Feeder		279.00	184.00	179.00	174.00	168.00	163.00	157.00
	A2M0074	Multi-Strike Ribbon (DWP) (6/pack)		10.50	40.00	39.00	38.00	37.00	36.00	36.00
	A2M0081	Printwheel, Boldface (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
	A2M0079	Printwheel, Courier 10 (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
	A2M0080	Printwheel, Gothic 15 (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
	A2M0078	Printwheel, Prestige Elite (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
†	A2M0058	Dot Matrix Printer	2	675.00	419.00	406.00	393.00	381.00	371.00	361.00
	A3C0350	Dot Matrix Accessory Kit for Apple ///	2	N/A	21.00	20.00	19.00	18.00	17.00	16.00
	A2M0077	Cloth Ribbon (DMP) (6/pack)		10.50	42.00	40.00	39.00	38.00	37.00	36.00
†	A3M0001	Silentype® Thermal Printer		350.00	230.00	224.00	218.00	211.00	204.00	197.00
	A3M0013	Silentype® /// Conversion Kit		40.00	26.00	26.00	25.00	24.00	23.00	23.00
	A2C0001	Silentype® Paper (box/10)		4.50	30.00	29.00	28.00	27.00	26.00	25.00

### Notes:

\* - New Product

† - Product eligible for floorplanning.

1 - Only one kit per dealership.

2 - The Apple Printers (DMP/DWP) and Accessory Kits for A/// are included in the total Suggested Retail Price. The Accessory Kits are sold with printers and not as a stand alone product to the consumer.

3 - The ProFile Disk Drive and A/// Accessory Kit are included in the total Suggested Retail Price. Accessory Kits are sold with ProFile and not as a stand alone product to the consumer.

4 - Includes A/// 256K Personal Computer, Monitor ///, ProFile Mass Storage System, ProFile Accessory Kit, Catalyst 2.0 Selector Software, and Systems Utilities Product Training Pak.

3300.00

146.00

630.00

20.00

4096.00

4760

670.00



Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Apple /// Monitors			(Each)						
†	A3M0006	Monitor /// (12" B & W)	249.00	135.00	130.00	125.00	120.00	115.00	110.00
†	A3M0039	Monitor /// (12" Green)	249.00	165.00	159.00	155.00	150.00	145.00	140.00
Apple /// Expansion and Interface Cards									
†	D3D0098	Apple Softcard™ /// System	450.00	285.00	275.00	265.00	255.00	245.00	235.00
	A3B0001	Apple /// OEM Prototyping Card	45.00	35.00	29.00	29.00	29.00	29.00	29.00
†	A3B0007	Serial Card ///	225.00	148.00	144.00	140.00	135.00	131.00	127.00
†	A3B0002	Universal Parallel Interface Card	225.00	146.00	140.00	137.00	132.00	128.00	123.00
Apple /// Miscellaneous Accessories									
	A2D0000	Blank Diskettes (box/10)	50.00/bx10	31.50	28.00	27.00	26.00	26.00	25.00
	A2G0001	Diskette Vinyl Pages (10/pack)	8.50/bx10	5.00	5.00	5.00	5.00	5.00	5.00
	A2G0002	Software Binder (12/box)	11.00	83.00	81.00	78.00	74.00	71.00	68.00
†	A3M0020	A/// Clock Calendar Kit (5/box)	* 50.00	175.00	173.00	170.00	165.00	160.00	158.00
	A3M0010	Cursor ///	59.95	38.00	37.00	35.00	34.00	32.00	31.00
†	A3M0018	256K Memory Upgrade (Exchange)	600.00	520.00	508.00	496.00	496.00	496.00	496.00
	A3M0019	Modem Eliminator Cable (5/box)	29.95	95.00	95.00	95.00	95.00	95.00	95.00
Apple /// Plotter and Accessories									
†	A9M0302	Apple Color Plotter, Model 410	1 995.00	569.00	550.00	540.00	531.00	521.00	512.00
	A3C0302	Apple Color Plotter Accessory Kit for A ///	1 N/A	35.00	34.00	33.00	33.00	33.00	33.00
†	A9P0302	Apple Color Plotter Starter Kit	2 N/A	998.00	N/A	N/A	N/A	N/A	N/A
	A9C0300	Apple Plotter Overhead Transparency File (5/box)	39.95	108.00	104.00	102.00	100.00	98.00	96.00
	A9C0301	Apple Plotter Paper Kit 8½ x 11 inch (5/box)	5.95	17.00	16.00	16.00	15.00	15.00	15.00
	A9C0302	Apple Plotter Paper Kit 11 x 17 inch (5/box)	9.95	28.00	27.00	26.00	26.00	25.00	25.00
	A9C0304	Apple Plotter Multi-Pen Capper Kit (5/box)	19.95	65.00	63.00	62.00	61.00	60.00	59.00
		Apple Plotter Paper and Transparency Pens (each packaged 5/box)	12.95	36.00	35.00	34.00	34.00	33.00	32.00

Paper Pens		Transparency Pens	
narrow (.3mm)	wide (.7mm)	narrow (.3mm)	wide (.7mm)
Black A9G0300	A9G0301	A9G0302	A9G0303
Red A9G0304	A9G0305	A9G0306	A9G0307
Green A9G0308	A9G0309	A9G0310	A9G0311
Blue A9G0312	A9G0313	A9G0314	A9G0315
Combo 1 A9G0316	A9G0317	A9G0318	A9G0319
Combo 2 A9G0320	A9G0321	A9G0322	A9G0323

**Notes:**

\* - New Product.

† - Products eligible for floorplanning.

1 - The Apple Plotter and Accessory Kit for A/// are included in the total Suggested Retail Price. The accessory kits are sold with the Plotter and not as a stand alone product to the consumer.

2 - One per authorized dealer location.

3 - Includes one pen each of Black, Red, Green and Blue.

4 - Includes one pen each of Violet, Burnt Orange, Gold and Brown.



Product	Description	Notes	Sugg. Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price
<b>Apple /// Business Software</b>			(Each)			
C3B0003	Apple Access ///		150.00	97.00	5	90.00
† A3D0019	AppleFile ///	*	325.00	146.00	5	130.00
A3D0003	Apple /// Mail List Manager		150.00	95.00	5	90.00
† A3D0030	Apple/NPL ///	*	650.00	423.00	5	403.00
A3D0024	Apple Speller ///		175.00	114.00	5	105.00
† C3B0001	Apple Writer ///		225.00	146.00	5	135.00
† D3D0002	BPI Accounts Payable	*	495.00	297.00	5	282.00
† D3D0003	BPI Accounts Receivable	*	495.00	297.00	5	282.00
† D3D0005	BPI Payroll	*	495.00	297.00	5	282.00
† D3D0001	BPI General Accounting		495.00	297.00	5	282.00
C3B0002	Business Graphics ///		175.00	113.00	5	105.00
D3D0007	Micro/Courier ///		125.00	75.00	5	70.00
† A3D0022	Professional Solution Software Box		350.00	200.00	N/A	N/A
A3D0020	Quick File™ ///		100.00	60.00	5	58.00
C3B0004	Script ///		125.00	81.00	5	75.00
† C3B0005	Senior Analyst ///		350.00	140.00	5	130.00
† A3D0002	VisiCalc® ///		250.00	165.00	5	150.00
<b>Apple /// Languages &amp; Operating Systems Software</b>						
A3D0004	Apple /// Business BASIC		125.00	80.00	5	75.00
† A3D0021	Apple /// COBOL		495.00	322.00	5	307.00
† A3D0005	Apple /// Pascal		300.00	195.00	5	185.00
C3S0001	Pascal Utility Library		75.00	48.00	5	45.00
A3D0018	Apple /// Record Processing Services		50.00	33.00	5	30.00
<b>Apple /// Reference Manuals</b>						
A3L0002	Apple Business Basic Manual Volumes 1 & 2 (5 sets/box)		30.00	90.00		
A3L0023	Device Driver Writer's Guide		25.00	15.00		
A3L0004	Pascal Introduction, Editor and Filer (8/box)		20.00	96.00		
A3L0005	Pascal Program Preparation Tools Manual (8/box)		20.00	96.00		
A3L0003	Pascal Programmer's Manual Two Volume Set (4 sets/box)		30.00	72.00		
A3L0006	Pascal Technical Reference Manual		50.00	30.00		
A3L0027	SOS Reference Manual Two Volume Set		50.00	30.00		
<b>Apple /// Product Training Paks</b>						
C3Z0002	PTP - Apple /// Business Graphics		40.00	20.00	5	20.00
A3Z0003	PTP - Apple /// System Utilities		40.00	20.00	5	20.00
C3Z0001	PTP - Apple Writer ///		40.00	20.00	5	20.00
A3Z0001	PTP - Mail List Manager		40.00	20.00	5	20.00
C3Z0003	PTP - Senior Analyst ///		40.00	20.00	5	20.00
A3Z0002	PTP - VisiCalc® ///		40.00	20.00	5	20.00

**Notes:**

\* - New Product.

† - Product eligible for floorplanning.

4 - Includes Apple /// 256K Personal Computer, Monitor ///, ProFile Mass Storage System, Catalyst 2.0 Selector Software, and Systems Utilities Product Training Pak. The Apple /// Business System Part A and AppleCare for the Apple /// Business System Part B should be sold together to the consumer.



Product	Description	Note	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
AppleCare Carry-in Service for Apple /// Products			(Each)						
SC30019	Apple /// Business System, Part B		288.00/yr	150.00/yr					
SC30009	Apple /// Personal Computer		120.00/yr	78.00/yr					
SC30012	Disk ///		36.00/yr	23.00/yr					
SC30011	ProFile™ Disk Drive		150.00/yr	98.00/yr					
SC30010	Daisy Wheel Printer		150.00/yr	98.00/yr					
SC20005	Dot Matrix Printer		60.00/yr	39.00/yr					
SC20004	Silentype® Printer		48.00/yr	30.00/yr					
SC30013	Monitor ///		18.00/yr	12.00/yr					
SC30015	Color Plotter		48.00/yr	31.00/yr					
A2F0152	AppleCare Carry-In Service Registration Form (25/pack)		N/C	N/C	APPLE /// SOFTWARE AND MANU				

**APPLE /// SOFTWARE AND MANUALS**

Software and Manuals qualify for an Apple Software credit. The schedule below is based on total dollar volume (net of returns) of software and manuals purchased during each Apple fiscal month. Credit is based on invoices (not including freight, insurance and special promotions except when noted).

**MONTHLY DOLLAR  
VOLUME****CREDIT (% OF  
MONTHLY \$ VOLUME)**

Up to \$3000	0%
\$3001. to \$6000.	3%
\$6001. to \$10,000.	6%
\$10,001. to \$50,000.	11%
\$50,001. to \$100,000.	15%
Over \$100,001.	20%

**APPLE  
FISCAL  
MONTH****FROM****TO**

October	October 1, 1983	October 28, 1983
November	October 29, 1983	November 25, 1983
December	November 26, 1983	December 20, 1983

**Notes:**

\* - New Product.

- 1 - The Apple /// Business System Part A and AppleCare for the Apple /// Business System Part B should be sold together to the consumer.



Product	Description	Notes	Qty Per Pack	Max Order Qty/Pack
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**Sales Aids (No Charge Items)**

A2F0152	AppleCare Carry-In Service Registration Forms		25	1
A2F0122	AppleCare Carry-In Service Flyer		100	1
A2F0065	Co-op Claim Form		10	2
A2F0076	Co-op Prior Authorization Request form		25	2
A2F0016	Co-op Radio/TV Sheet		1	10
A2F0010	Apple Collection Gift Catalog		25	1
A2F0006	Apple Logo Poster		2	5
A2F0001	Large Logo Decals		200	1
A2F0002	Small Logo Decals		200	1

**Literature (No Charge Items)**

† A3F0149	<b>Apple /// Accounting Series Brochure</b>	*	50	2
A2F0146	<b>Data Base Brochure</b>	*	25	2
A2F0150	Education News Vol. 4 #3		25	2
A2F0135	<b>Intelligent Choices Brochure</b>	*	50	2
A2F0124	Product Training Workshop Brochure		25	2
A3F0058	ProFile™ Take One Flyer	*	100	2
A2F0144	<b>Small Business Market Brochure</b>	*	25	2

**Data Sheets**

A2F0036	Apple Business BASIC		25	2
A2F0121	Apple Color Plotter		50	2
A3F0147	Apple /// Data Sheet		50	2
A3F0086	Apple /// COBOL		50	2
A2F0053	Apple /// OEM Prototyping Card		25	2
A3F0035	Apple /// Pascal		25	2
A3F0125	Apple Speller ///		25	2
A3F0117	Apple Writer ///		50	2
A2F0148	Daisy Wheel Printer		25	2
A2F0047	Disk ///		50	2
A2F0110	Dot Matrix Printer		25	2
A2F0033	Mail List Manager		25	2
A3F0088	MICRO/Courier ///		25	2
A2F0048	Monitor ///		25	2
A3F0057	ProFile™		50	2
A3F0072	Record Processing Services		50	2
A2F0045	Silentype® Thermal Printer		25	2
A3F0069	Softcard™ ///		50	2
A2F0037	Sophisticated Operating System SOS		25	2
A2F0051	Universal Parallel Interface Card (A//)		25	2
A3F0034	VisiCalc® ///		25	2

**Notes:**

\* - New Product



Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Training Aids			(Each)						
† A3G0016	Apple /// ... A Beginning Product Training Workshop		550.00	275.00	275.00	275.00	275.00	275.00	275.00
A3G0017	Apple /// ... A Beginning Reference Workbook (25/pack)		2.50	62.50	62.50	62.50	62.50	62.50	62.50
† A9G0050	Horizons Small Business Seminar		N/A	250.00	250.00	250.00	250.00	250.00	250.00
A9G0051	Horizons Seminar Workbook (25/pack)		N/A	45.00	45.00	45.00	45.00	45.00	45.00
A9G0201	Apple Has The Answers (25/pack)		1.50	15.00	15.00	15.00	15.00	15.00	15.00
A3G0004	Apple /// Management Demo Book		N/A	75.00	75.00	75.00	75.00	75.00	75.00
A2G0020	Personal Computer Demo Master		N/A	100.00	100.00	100.00	100.00	100.00	100.00
Sales Aids									
A2G0013	Apple Mylar Banner		N/A	10.00	10.00	10.00	10.00	10.00	10.00
A2G0033	Apple Plastic Carry Bags (200/box)		N/A	20.00	20.00	20.00	20.00	20.00	20.00
A2G0016	Apple Presentation Folders (10/pack)		N/A	7.00	6.00	6.00	6.00	6.00	6.00
A3G0014	Point-of-Sale Disk & Literature Rack		N/A	65.00	65.00	65.00	65.00	65.00	65.00
A3G0013	Point-of-Sale Display		N/A	70.00	70.00	70.00	70.00	70.00	70.00
A2G0045	Software Sells Poster (5/pack)		N/A	5.00	5.00	5.00	5.00	5.00	5.00
Literature									
A2L0065	Apple In Depth Software Catalog (25/box)		3.00	20.00	20.00	20.00	20.00	20.00	20.00
A9G0200	Guide to Personal Computers In Education (25/pack)		1.95	20.00	20.00	20.00	20.00	20.00	20.00
A2L0061	Journal Courseware Vol. 1 #1 (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2L0062	Journal Courseware Review Issue (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2G0034	Personal Computers In Business Guide (25/pack)		2.95	20.00	20.00	20.00	20.00	20.00	20.00
A2G0035	Personal Guide to Personal Computers (25/pack)		2.50	20.00	20.00	20.00	20.00	20.00	20.00

**Note:**

† - Product eligible for floorplanning.

Apple, the Apple Logo, and Silentype are registered trademarks of Apple Computer, Inc.  
 ProFile is Apple's trademark for its 5-megabyte mass storage devices.  
 Softcard is a trademark of Microsoft Corporation.  
 Visicalc is a registered trademark of VisiCorp.

This price list supercedes all previous price lists.  
 Prices are subject to change without notice.  
 Products subject to discontinuation without notice.  
 Quantity prices apply to single delivery, single location.